

Emotions are the key decision makers

“There can be no transforming...of apathy into movement without emotion.” [Carl Gustav Jung]

1. Neuroscience and psychological research prove it: “The essential difference between emotion and reason is that **emotion leads to action**, while reason leads to conclusions.” [Neurologist Donald B. Calne, Canadian neurologist]
With MRIs, we can watch the brain work.
Research by Drs. Dimasio² and Bechara³ in *Keep Your Donors*.
2. Emotional **triggers**¹
 - a. 7 identified as particularly effective by the direct marketing industry: anger, fear, greed, guilt, flattery, exclusivity, and salvation
 - b. Tom Ahern’s twin sets: raise the problem (or opportunity), be the solution.Read Tom Ahern’s work, www.aherncomm.com.
Subscribe to this e-news: www.neurosciencemarketing.com⁴
3. Emotional messaging works; **rational messaging hurts**. Advertising effectiveness: Rational content, 16%. Mixed content, 26%. Emotional content, 31%. “The study attributes this split to our brain’s ability to process emotional input without cognitive processing...as well as our brain’s more powerful recording of emotional stimuli.”
www.neurosciencemarketing.com, 07-27-09
4. **Flattery** works really well. “Even when people perceive that flattery is insincere, that flattery can still leave a lasting and positive impression of the flatterer.” Of course, ethical marketers and fundraisers use flattery honestly.
www.neurosciencemarketing.com, 02-17-10 – Research by Elaine Chan and Jaideep Sengupta, Hong Kong University of Science and Technology
5. **Negative information is better received than positive**. And, we process negative emotions more easily than positive ones. “People can perceive the emotional value of subliminal messages...and [people] are much more attuned to negative words.... there are evolutionary advantages to responding rapidly to emotional information.”
The Agitator blog, 10-09-09
Research from the Institute of Cognitive Neuroscience at University College London
6. **Threat of loss** is more motivating than promise of gain.
Research about the science of influence, Dr. Robert Cialdini.

Compiled by Tom Ahern, ABC and Simone P. Joyaux, ACFRE.
www.aherncomm.com and www.simonejoyaux.com.

¹ Psychologist W. Gerrod Parrott has identified 135 emotions states.

² Author of several influential books on brain science.

³ Leading authority on the mental processes behind decision making.

⁴ Focuses on customer marketing. It’s up to fundraisers to apply this to our work, as appropriate. And lots is appropriate! See also Roger Dooley’s book, *Brainfluence*.